



Improving The Quality Of Catchment Area Model Public Services Based On Governance 4.0

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Abstract

A This research is to examine Public Service Improvement using the Cathcment Area model based on governance 4.0. The implementation of e-government has experienced challenges since the growth of the industrial era 4.0. The development of technology is so rapid and unstoppable. Digitalisation is starting to enter the cracks of our daily lives. The Catchment Area perspective in this study is an important factor to see the efficiency and effectiveness of services to the community in local government administration based on governance 4.0. The research locus is Sidoarjo Regency. This research uses a qualitative approach. Research focus (1). Identifying factors that affect service quality. Research Results: factors that can affect the catchment area include the function of the region on the condition of the regional economy and also the national economy which is unique in nature, tax sources that can be explored potentially and in real terms to be able to achieve balance between various regions, the efficiency and effectiveness of services to the community in an area that is seen based on the optimal area for the service itself, participation that can be achieved effectively and mutual supervision between citizens and local bureaucracy.

Keywords: *Ecotourism; Wisdom; Collaboration; Local*

INTRODUCTION

The government in developing good governance or good governance, public services are one of the strategic points that must receive special attention, among others because 1) Public services are the realm where the state interacts intensively with its citizens; 2) Public services are an area where various aspects of good governance can be articulated relatively easily; 3) Public services involve the interests of all elements of the government administration The development of e-government is one of the efforts to improve the quality of public services effectively and efficiently. (Hendriyaldi et al., 2022). In other words, through the development of e-government, the management system and work processes within the government are structured by optimising the use of information and communication technology. (Wirawan, 2020)

The wide scope of public services and services requires an extra large role of government. Therefore, with the granting of autonomy, it is expected that the community will be able to receive better services from the government in various fields, be it health services, education or services in other fields or sectors. Thus, the closest responsibility for providing services to the community lies with local governments that have been granted autonomy. This then raises questions about the extent to which local governments have carried out their duties and responsibilities in providing public services to date (Umiyati & Wahyuni, 2023). Catchment Area is the service coverage that can be carried out by certain agencies, where this service coverage occurs in different conditions or even people who are not touched by the services of an agency



at all. Then there will be what is called the Discatchment Area, which is a condition that shows the low reach of government institutions and officials to their communities. This low level of reach leads to the inability of local governments to provide services to the community, including the weak ability to meet the needs of the community, especially in remote villages. (Mayasari et al., 2022)

The specific purpose of this research is to improve the quality of public services that can reach the community based on governance 4.0. The issue of public services is also driven by geographical conditions that are indeed very wide and consist of mountains and hills, so that access to remote areas is quite difficult. This can then cause difficulties for the government to provide services to the community with various limitations. Service improvement in the perspective of Catchment Area where the optimal boundaries that can be reached in public services, development, resource withdrawal, participation, community control and bureaucracy. Where accurate boundary determination is oriented towards quality administration to deal with changes and the complexity of services needed by the community, it is hoped that services to the community can run optimally. (Askani & Salehan, 2022)

Researchers contribute to the development of science and technology in the form of models and dissemination of the use of Catchment Area models connected to Public Service systems that reach people in peri-peri areas based on governance 4.0. The proposed model is expected to improve the quality of public services, the quality of human resources, and improve resource and system factors. In public service innovation, it contributes to the regulation of the implementation of public services that are integrated in a 4.0 technology-based network and can reach far into remote villages or peri-peri. In addition to economic considerations, public service innovation must consider that the integration implemented, in addition to being able to reach people in the Catchment Area, will also generate harmonisation between the Local Government and the community, thereby reducing the Discatchment Area. (Umiyati & Wahyuni, 2023).

RESEARCH METHOD

This research uses qualitative methods. Data collection techniques were carried out using: 1). In-depth interviews, aimed at each source to obtain more detailed and specific information to complement the results of FGDs; 2). Focus group discussion (FGD), this activity was intended to obtain precise and reliable information, with the composition of representatives of each source; 3). Documentation, collection, recording of secondary data needed in processing and analysing data.

In descriptive research, the process of analysing and interpreting data is not only done at the end of data collection or standing alone, but simultaneously also carried out when data collection in the field takes place, so that in qualitative research it is often known as a cyclical process. After obtaining information, analysis is carried out to find a hypothesis and then the next information collection is carried out. Qualitative data processing was carried out using the 'cross check' approach of informants to provide a deeper understanding of the various statements made by respondents, as well as based on the results of observations and secondary data review.

RESULTS AND DISCUSSION

Revitalisation, restructuring and deregulation in the field of public services. This is done by changing the position and role (revitalisation) of the bureaucracy in providing services to the public. From those who like to regulate and rule, change to like to serve, from those who like to use the power approach, change to be helpful towards a collaborative flexible direction, and from sloganistic ways to realistic ways of working. (Askani & Salehan, 2022). In connection with this, Efendi asserted that public bureaucracy should not prioritise authority, but what needs to be prioritised is the role as a public servant (Maani, 2005)

Another important aspect in improving the quality of public services is institutional restructuring by forming the right organisation. (Rosyada, 2023) Rightsizing can be interpreted as an effort to simplify the government bureaucracy which is directed to develop a more proportional, flat, transparent, short hierarchy and decentralised authority. The organisational posture of public services will be more proportional, effective and efficient and supported by quality human resources. This can happen if public officials are committed to the four principles of service quality, namely reliability, surprise, recovery and fairness (Sembiring, 2021). Reliability concerns the reliability and accuracy of services. This concerns the fulfilment of promises. The quality of service will depend and is usually measured on the TERRA principle which stands for service quality elements which include: Tangibles, Empathy, Reliability, Responsiveness and Assurance. Tangibles are the appearance of physical facilities, tools, personnel, and communication materials. Empaty is an attitude of understanding, providing service and attention to the public. Reliability is the ability to deliver reliable and accurate services in accordance with promises. Responsiveness is



responsiveness in providing services to the public. Assurance is knowledge, friendliness, politeness and the ability to build public trust.

Meanwhile, surprise is a way to achieve a situation where the public customer feels a positive surprise at the service provided. This feeling or condition comes from something that is obtained beyond his expectations. Service recovery is an organisational strategy to regain lost or declining public trust because it has experienced disappointment over poor service quality. And fairness is the principle of providing services at a limit that is in accordance with ethics, applicable regulations. In this regard, the institutional restructuring and repositioning of public official positions are arranged with the principle of lean but rich functions, and placing employees in positions, based on the results of fit and proper tests, as well as the experience concerned. Not based on like and dislike.

Before institutional revitalisation and restructuring is carried out, the first step that must be taken is deregulation, by reviewing and improving the laws and regulations that underlie service delivery in various Local Government Agencies to be better adapted to reform aspirations by cutting various regulations that hinder it to become simpler / more efficient and shortening long bureaucratic lines for ease and smooth implementation of services. This includes, among others, the establishment of various service standards, institutional simplification and span of control.

Based on Law Number 25 of 2009 concerning Public Services, Public Services are activities or a series of activities in the context of fulfilling service needs in accordance with statutory regulations for every citizen and resident for goods, services and / or administrative services provided by public service providers. Then the connection with public services and the current era of the Industrial Revolution 4.0, actually it is clear in Law Number 25 of 2009 concerning Public Services that there is an Article which regulates that Public Services must have a system that can provide convenience to the community. The E-Government system, which is the government's effort to implement the use of computers, computer networks and information technology to run the government, especially public services, is still very minimal. There are still few Ministries / Institutions and local governments that utilise technology in the public service process. If E-Government itself is implemented in every government, it is in line with the Industrial Revolution 4.0.

E-Government has many benefits in the democratic system that we are currently implementing including increasing the speed of communication between the government, the community, the private sector, and coordination between internet-based agencies. In addition to realising transparent services, increasing accountability of the government administration process, saving government budgets, and facilitating the flow of information that can be accessed openly in order to realise the ideals of good governance and open government in the administration of government in Indonesia. Quoting Dunleavy's statement when introducing the concept of digital governance in 2005 as a substitute for New Public Management (NPM), which is widely adopted in government, said that digital is so important in governance. (Marsudi & Lufira, 2021).

The establishment of a network of information and public service transactions that have a quality and scope that can satisfy the wider community and can be reached throughout the Regional area and is available at any time not limited by time barriers and at a cost that is affordable by the community. Important aspects in creating public services are certainly not only limited to knowing how the authority to provide public services has been given, not only seeing the extent to which the service programme is running, but also related to regional boundaries as the main element determining the area which is the basis for creating a catchment area in describing public services. [6] Likewise, the affordability of development that can be carried out by the government within its optimal area also describes the condition of the catchment area. This condition will also be shown by the amount of resource utilisation that can be managed by the government and supervision between the two sectors.

The importance of regional boundaries in the Catchment area is closely related to the optimisation of local government to be able to meet various crucial aspects concerning the livelihoods of the people in the area and also related to the performance of the government itself (Hermawan et al., 2024). Ideally a catchment area where all people can be reached by public services. Improving the quality of public services in the Catchment area model based on governance 4.0 is a wise choice, where the reach of services to the community to the periphery can be maximally reached more efficiently, effectively and economically. The implementation of governance 4.0 includes 3 (three) stages, which must be carried out sequentially, including: 1) The first stage is publish, which is a stage that uses information and communication technology for the purpose of expanding access to government information. 2) The second stage is interact, which aims to increase public participation in government. 3) The third stage is transact, where e-governance already aims to provide on-line government services that can improve the quality of government services, in accordance with the "governance 4.0" road map (Wirawan, 2020).



There are two methods in improving the quality of public services, namely by making an innovation and creating a model, one of which is mapping based on the Catchment Area. Research on improving public services by using the Catchment Area model as one part of mapping for a policy for community services to be affordable at all levels, both in urban and rural areas, especially for services that are basic, such as health and education services. In improving the quality of public services, one of the considerations in policy making is efficiency and economy (Wiryanto, 2019).

Catchment Area based on governance 4.0

Indonesia is entering the era of the industrial revolution 4.0, an era in which digital technology disruption is increasingly massive. Industry 4.0 or the fourth industrial revolution is a term generally used for the level of development of the technology industry. For this level, it focuses on technologies that are digital in nature. In this era, digital technologies and systems such as cloud computing, internet of things, and artificial intelligence are utilised as tools that can help facilitate daily activities. In this era, people want all arrangements to be done quickly, effectively, and efficiently. That is why public service implementers are also required to be able to provide excellent service. Bureaucracy must have a serving spirit, towards a more flexible and dialogical direction and towards more realistic and pragmatic ways of working, this is in line with the mandate of Law Number 25 of 2009 concerning Public Services. In order to realise good governance, public services are a strategic and important part, including community involvement. In the context of public services, innovation is usually the result or follow-up to the process of evaluation and improvement of complaints, complaints, and input from the community as service users. This means that community participation has a huge impact on the potential for innovation by service providers. The more the community proactively cares about improving public services, the greater the potential for service providers to innovate their services.

Local government is driven by bureaucracy and administration which is its work process. Therefore, to achieve and realise public services as desired by the community, it is necessary for the government bureaucracy and administration to run effectively and efficiently. Catchment area conditions will also be formed if the bureaucracy and administration can run effectively and efficiently in carrying out their duties to provide public services. If the catchment area fails to be achieved, the condition of the discatchment area will emerge. The condition of the discatchment area illustrates the low reach of government institutions and apparatus towards the community, which then causes the government to be unable to provide maximum public services to the community. Therefore, the importance of this research in improving public services by using the Catchment area model based on governance 4.0 as a novelty because with the use of technology it is hoped that public services for people in remote areas can be reached optimally. There are two methods in improving the quality of public services, namely by making an innovation and creating a model, one of which is mapping based on the Catchment Area. Research on improving public services by using the Catchment Area model as one part of mapping for a policy for community services to be affordable at all levels, both in urban and rural areas, especially for services that are basic, such as health and education services. (Sellang et al., 2022)

Catchment Area in the context of public services

There are several reasons why service providers need to innovate. First, there are already so many regulations that govern. These include Law 25 of 2009 on Public Services, Government Regulation No. 96 of 2012 on the Implementation of Law 25 of 2009 on Public Services, Permenpan RB No. 30 of 2014 on Guidelines for Public Service Innovation, Presidential Regulation No. 95 of 2018 on SPBE, etc. So it is the duty of public service organisers to continue to innovate. So it is the obligation of public service organisers to continue to innovate. Second, the demands of the times and conditions. Times have changed, currently entering the era of disruption, industry 4.0 which is all digital, while in reality some public services are stuck. Organisers must be able to respond to the times. Third, service user expectations are increasing. Increasingly, public awareness of public services is increasing, as well as public expectations as service users, increasing day by day and demanding the best service. As for some of the benefits of digital public service innovation, first, easy and equitable. Public services are increasingly accessible and the impact can be felt by the wider community. Second, according to service needs, meaning that the resulting innovation is able to respond according to service conditions and needs. Third, effective, appropriate, and right on target. Fourth, efficient, fast, low cost.

Industry 4.0 is about digital transformation. This industrial era allows the automation of various equipment with a combined system that can work together with each other. It will also help solve problems, facilitate the process and trace the ongoing process. Of course, the application of industry 4.0 is expected



to increase productivity and make it easier to carry out supervisory functions, for which public service providers must be able to adapt and innovate in this digital era. Living in the era of disruption, is like walking on a treadmill, which without us realising the speed will increase. If we fail to innovate and adapt to the conditions and speed of the times, we will bounce back. For this reason, we must be sensitive, responsive, and able to continue to innovate in facing all conditions and challenges.

Some of the factors that can affect the catchment area include the function of the region on the condition of the regional economy and also the national economy which is unique in nature, the sources of taxes that can be explored potentially and in real terms to be able to achieve balance between the various regions, the efficiency and effectiveness of services to the community in a region which is seen based on the optimal area for the service itself, participation that can be achieved effectively and mutual supervision between citizens and regional bureaucracy (Hoessein, 1993) referring to the opinion of Schnur (1969) followed by Leach et al (1996) and Smith (1985), as cited by Solomon et al, 2008. The four factors are optimal areas that can be mapped and are valuable references for determining regional boundaries in creating public services. Muluk (2009) further explains that the catchment area is the coverage of services that can be carried out by certain public institutions that differ from one another. The difference is caused by the factors that influence it as described above. The importance of regional boundaries in the Catchment area is closely related to the optimisation of local government to be able to meet various crucial aspects concerning the livelihood of the people in the area and also related to the performance of the government itself.

These important aspects include public services, development, resource mobilisation, participation and control of the community and government bureaucracy in order to achieve the common goal of creating community welfare. Therefore, in the process of regional planning, it is necessary to determine regional boundaries as a measure of optimal conditions for the desired aspects. Ideally, the catchment area according to Muluk (2009) is when the entire community can be reached by public services. If the capacity of the local government is really unable to reach the entire community, then the existing regional boundaries need to be reconsidered. Under these conditions, regional reorganisation is one of the solutions that need to be done considering that every community has the right to get basic services by the State.

Talking about providing maximum public services to the community in the region, local government is the key because local government is the main actor of public service providers in the area. Local governments are driven by bureaucracy and administration which is the work process. Therefore, to achieve and realise public services as desired by the community, it is necessary for the government bureaucracy and administration to run effectively and efficiently. Catchment area conditions will also be formed if the bureaucracy and administration can run effectively and efficiently in carrying out their duties to provide public services. If the catchment area fails to be achieved, the condition of the discatchment area will appear. The condition of the discatchment area illustrates the low reach of government institutions and apparatus towards the community, which then causes the government to be unable to provide maximum public services to the community. This condition can affect several other sectors, including the economic sector, environmental security and others. In addition, the discatchment area can be interpreted as an empty space (without) public services.

The condition of the discatchment area then allows local governments to design and produce new regional boundaries, with the hope that with new regional boundaries that are in accordance with the government's ability to serve the people in the area, the community will be touched by maximum services. Maksum (2000) in his thesis entitled study of organizational structuring and regional boundaries in the city of Depok concluded that the formation of catchment areas is influenced by the optimal conditions of several aspects. as follows: first, socio-administration which consists of the community, namely community cohesion (socio-demographics and social life of the community including social interactions), efficiency and managerial related to the function and authority of the government to meet the needs of the community in various fields. Administrative efficiency is related to the extent to which the government is able providing public services in the context of administration to the community and community involvement and representation; secondly, geographical economics which is related to the regional economy, the optimal area of the region in providing optimal public services and exploring potential and real tax sources.

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The Industrial Revolution 4.0 is the fourth phase of the history of the industrial revolution that began in the 18th century. According to Prof Klaus Schwab, World Economic Forum Germany, the world has experienced 4 industrial revolutions which are currently experiencing a peak with the birth of massive digital technology. Currently, the development of technology is so rapid and unstoppable. Digitalisation has started to enter the cracks of our daily lives. These technological advances are then widely utilised by the private sector. Many companies and even small creative industries are using digital technology in developing their businesses.

The implementation of e-government will be able to improve public services effectively and efficiently (Hardjaloka, 2014). As explained below; The first benefit is increasing the effectiveness of efficiency and reducing costs. By implementing e-government, it can increase effectiveness and efficiency in public services through timely, fast and equitable services to all service users without discrimination. This is because e-government uses internet-based applications that can collect transmission provide data and communicate with users precisely quickly. With effective and efficient public services, it will reduce government operational costs. Government and Community Collaboration is the Main Capital to Face the Industrial Revolution 4.0. The central government must start organising its industrial sector so that it is able to support its overall economic activities. so that the community has prepared itself for the implementation of the industrial revolution 4.0, among others through strong connectivity. Therefore, the national industry needs to make improvements, especially in the aspect of mastering digital technology, which is the main key to determining community competitiveness and increasing community productivity in the industrial era 4.0. People only need to wait for the effects that will be more obvious in the future. tangible evidence that already exists in this 4.0 era, we can see the tendency towards massive changes in human work. Unfortunately, most people in our country are still afraid to accept change, especially those related to technology. Currently, the dynamics of behavioural change in society are very fast, so the role of the government in implementing the era of the industrial revolution 4.0 is needed.



CONCLUSION

Talking about providing maximum public services to the community in the region, regional government is the key because regional government is the main actor in providing public services in the region. Regional government is driven by bureaucracy and administration which is its work process. Therefore, to achieve and realize public services as desired by the community, a government and administrative bureaucracy is needed that runs effectively and efficiently. Catchment area conditions will also be formed if the bureaucracy and administration can run effectively and efficiently in carrying out their duties to provide public services. If the catchment area fails to be reached, a discatchment area condition will appear. The condition of the dispatch area illustrates the low reach of government institutions and officials towards the community, this then causes the government to be unable to provide maximum public services to the community. This condition can affect several other sectors, including the economic sector, environmental security and others. Apart from that, a disconnection area can be interpreted as an empty space (without) public services. This dispatch area condition then allows local governments to design and create new regional boundaries, with the hope that by establishing new regional boundaries that are in accordance with the government's ability to serve the people in the area, the people will be touched by maximum services.

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